

DO NOT GAMBLE  
WITH CHEAP PAINTS OR VARNISHES  
THEY ARE COSTLY AT ANY PRICE



### REMEMBER THIS TRADE MARK

This trade mark represents honest paint and varnish, made on a quality basis, to provide most economical results to the home owner.

When considering comparative costs of paint and varnish, remember that the expense of applying an inferior product is the same as the expense of applying a paint or varnish that will last two, and in some cases three times as long.

Real economy in paint and varnish is not based on the price per gallon but on the amount of surface each gallon will cover and on the number of years of satisfactory service.

Paint and varnish quality becomes evident only after it is applied and subjected to a long period of exposure. Thus, real economy and satisfaction in paint and varnish can be obtained only by using dependable products of a recognized standard of quality.

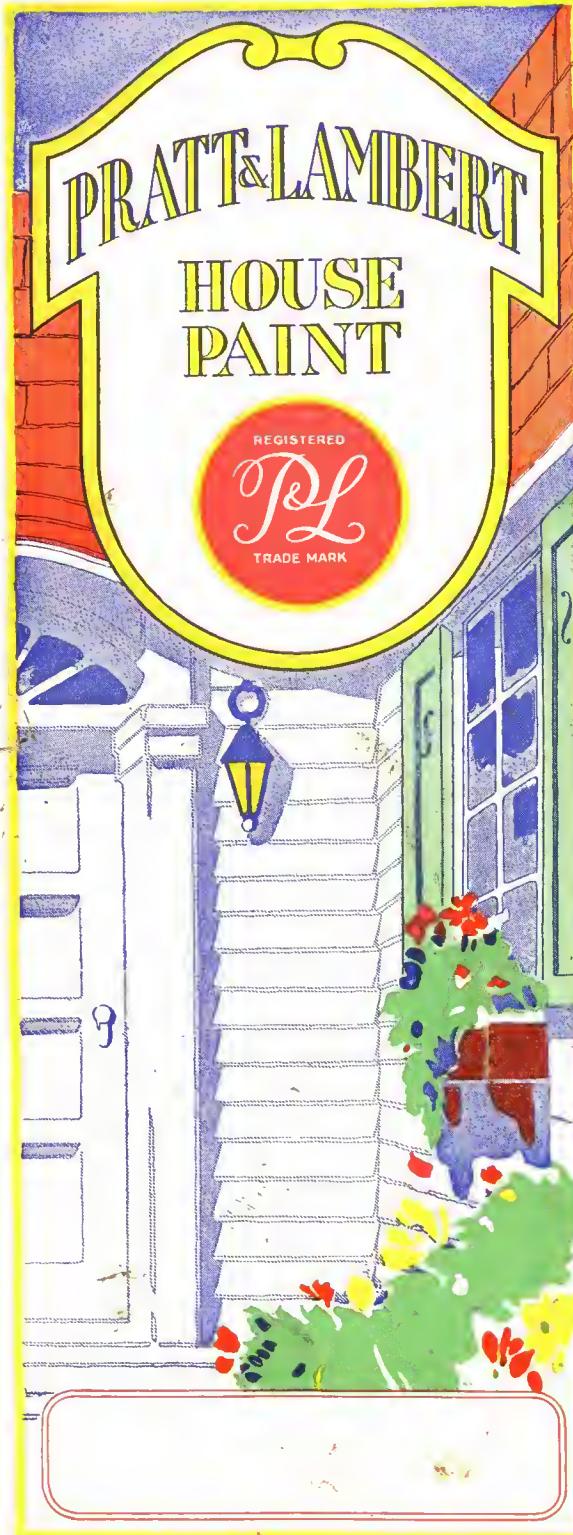
For the outside of the house, for the interior walls, floors and furniture — for everything in and about your home, there is a Pratt & Lambert paint, varnish or enamel especially designed to do that particular job better — to insure the utmost in beauty, durability and economy.

Whatever your paint, varnish or enamel job may be, let the name Pratt & Lambert and the trade mark shown above be your assurance that you will receive the *maximum* in beauty and protection at the *minimum ultimate cost*.

**PRATT & LAMBERT - INC.**

*Paint & Varnish Makers*

NEW YORK      BUFFALO      CHICAGO  
FORT ERIE, ONTARIO



## USES

Pratt & Lambert House Paint is designed for all exterior wooden surfaces. It can also be used for painting interior trim, walls and similar surfaces. While it is satisfactory for metal and concrete, we manufacture paints made especially for these two surfaces, and we recommend their use.

## COVERING AND SPREADING

Covering and spreading are important factors, as they largely determine the final cost of a paint job. The use of selected pigments and pure linseed oil make Pratt & Lambert an easy working paint, having maximum spreading and covering capacity.

## COVERING CAPACITY

One U.S. Standard gallon covers 800 square feet one coat; 450 square feet two coats. An Imperial gallon covers 950 square feet one coat; 550 square feet two coats. To determine the quantity required, measure the distance around the house in feet; multiply this by the average height and you have the area in square feet to be covered. Divide this by the number of square feet per gallon as given above. For trim color, take one-eighth to one-fifth of the amount required for body color. One gallon of paint will cover twelve to fourteen pairs of blinds, two coats.

## COLOR SUGGESTIONS

Before deciding on the colors to use on your buildings, study the surroundings so that you can select a color combination that will be in harmony. Typical dwelling types are shown on this card with suggested color combinations, especially suited to each type.

In suburban and country districts, light tints are the most appropriate. They harmonize well with the bright colors of the trees, flowers and shrubbery, and will stay clean.

In the city, the colors selected should not contrast too strongly with the colors of the buildings on either side. A dark shade is preferable in smoky localities.

Do not select a trim color having too great a contrast with the body color. Usually the effect is more pleasing when the trim color is a lighter or darker shade of the same color, or a harmonizing color.

## PAINTING HELPS

A dry, clear, moderately warm day is ideal for painting. Paint applied in damp or foggy weather will not give satisfaction. In frosty weather, painting should not be started too early in the day, as time should be allowed for the surface to dry free from frost. If paint is applied over a damp surface, blistering or peeling will result.

Each coat of paint should be thoroughly dry before another coat is applied. Paint should be brushed out well, as it is likely to crack or peel if applied too heavily.

Before applying paint, stir the contents of the can thoroughly. Specific directions will be found on each can of Pratt & Lambert House Paint. Carefully follow these directions.

## QUALITY

Pratt & Lambert House Paint possesses the maximum in hiding power and covering capacity. It gives enduring beauty and lasting, unfailing protection against rot and decay. Only the finest pigments of the highest quality, together with pure linseed oil and dryer, are used in its manufacture. These materials are ground and mixed in thoroughly modern factories. Only colors of great strength and clearness are used to obtain the beautiful Pratt & Lambert House Paint shades. Technical knowledge and efficient supervision insure the maintenance of this high standard.

## DURABILITY

The average paint film is less than one three-hundredth of an inch thick and in order to withstand the action of the elements over a long period of time, this film must have great strength and exceptional elasticity to allow for the expansion and contraction caused by extreme heat and cold. The film must also retain its fresh appearance and over a period of years wear down evenly to provide a proper foundation for repainting. Pratt & Lambert House Paint meets all these requirements.

## ECONOMY

Cheap paint is costly at any price. Inferior paint affords little, if any, protection. Pratt & Lambert House Paint should not be measured by its price per gallon, but by its exceptional covering capacity, service and beauty.

# PRATT & LAMBERT HOUSE PAINT

304  
310  
320

330 IVORY

For  
Blinds,  
Doors  
and  
Similar  
Trim

310 BLIND GREEN

300  
320  
323

347 CREAM

300  
330  
347

320 NUT BROWN

300  
310  
320

304 STRAW

300  
330  
344

323 CHOCOLATE BROWN

For  
Sash  
and  
Trim

319 FAST DRYING GLOSS BLACK

For  
Porch  
Ceilings  
and  
Interiors

338 CEILING BLUE

300  
312  
343

351 DAWN GRAY

300  
330  
320  
323

344 BUFF

300  
310  
343

340 HIGHLAND GRAY

300  
304  
330

343 FOREST GREEN

300  
330  
351

325 SMOKE GRAY

For  
Blinds,  
Doors  
and  
Similar  
Trim

312 MAROON

Also made in 300 Outside White, 305 Exterior Primer White

“THAT EVERY SURFACE WITH BEAUTY MAY ENDURE”



### COLONIAL

Paint with 300, 304, 330, 344, 347, 351.  
Trim with colors shown beside chips.



### SQUARE

Paint with any color except 312, 319, 338.  
Trim with colors shown beside chips.



### BUNGALOW

Paint with any color except 312, 319, 338.  
Trim with colors shown beside chips.



### FARM HOUSE

Paint with 300, 304, 330, 340, 347, 351.  
Trim with colors shown beside chips.



### COTTAGE

Paint with 300, 304, 330, 340, 347, 351.  
Trim with colors shown beside chips.



### BRICK AND FRAME

Paint upper body with 300, 304, 330, 344,  
347. Trim with colors shown beside chips.

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